

REMARKS/ARGUMENTS

In the specification, the title beginning at page 1, line 1, has been amended to shorten and clarify it. The paragraph beginning at page 5, line 18 has been amended to correct minor editorial problems.

Claims 5, 6 and 8 remain in this application. Claims 1-4 and 7 have been canceled.

Claims 5 and 6 have been amended to more particularly define the invention. New claim 8 has been added.

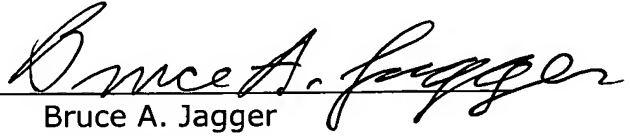
The rejection of claims 5 and 6 under 35 U.S.C. §§101 and 112 is respectfully traversed. The preamble in these claims has been amended to change "system" to "method". It is submitted that these amendments have effectively overcome these rejections.

The rejection of the claims as anticipated by Gupta is respectfully traversed. Gupta's teachings do not allow two or more content providers to have exclusive control over the posting, deletion or altering content in their respective discrete screen areas at any time or from any location. The input of Gupta's content providers (advertisers) is filtered through the proxy. The content providers can not, for example, alter a price in an advertisement and have it immediately flow directly to all involved web sites or web pages (please see claim 6), because they do not have exclusive control over the discrete screen space areas in which the advertisement appears.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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